

ORDER



Orders
Order / Rev: 202896
Alt Order #: 06847489
Product Desc: 10/26-11/6 N.R.C.C. IE
Estimate: 2964
Flight Dates: 10/26/12 - 11/06/12
Original Date / Rev: 08/31/12 / 08/31/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/NRCC IE
Demographic: A35-64
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16736/NO10995
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$5,000.00	\$4,250.00
10/29/12	11/05/12	6	\$8,200.00	\$6,970.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$5,000.00	\$4,250.00	0.00
November 2012	6	\$8,200.00	\$6,970.00	0.00
Totals	10	\$13,200.00	\$11,220.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	15%	\$13,200.00
Market	100%	\$88,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	48%	\$42,240.00
WGNT	3%	\$2,640.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	11%	\$9,680.00
WTVZ	4%	\$3,520.00
WVEC	19%	\$16,720.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/27/12	10/27/12	World Series	CM	World Series	-----S-	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
MLB: WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1			\$2,000.00		0.00			
E 2	WVBT	10/28/12	10/28/12		CM	World Series	-----S	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00

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 Estimate: 2964

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				World Series										
				World Series										
				MLB: WORLD SERIES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$2,000.00		0.00				
E 3	WVBT	10/27/12	10/27/12	College Football	CM	College Football - - - - - S-	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				College Football										
				FOX CLG FTBL 10/27										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1		\$300.00		0.00				
E 4	WVBT	11/03/12	11/03/12	College Football	CM	College Football - - - - - S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				College Football		(7:30 PM-11:00 PM)								
				FOX CLG FTBL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$600.00		0.00				
E 5	WVBT	11/04/12	11/04/12	NFL Redskins	CM	NFL Redskins - - - - - S	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
				NFL Redskins										
				NFL: REDSKINS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$5,000.00		0.00				
E 6	WVBT	10/26/12	10/26/12	M-F 10-1044p	CM	10-1045p - - - - F - -	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox News @ 10										
				WVBT FOX NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----F - -		1		\$700.00		0.00				
E 7	WVBT	10/30/12	10/30/12	M-F 10-1044p	CM	10-1045p - T - - - - -	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox News @ 10										
				WVBT FOX NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- T - - - - -		1		\$700.00		0.00				
E 8	WVBT	11/02/12	11/02/12	M-F 10-1044p	CM	10-1045p - - - - F - -	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox News @ 10										
				WVBT FOX NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----F - -		1		\$700.00		0.00				
E 9	WVBT	11/05/12	11/05/12	M-F 10-1044p	CM	10-1045p M - - - - -	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox News @ 10										
				WVBT FOX NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M - - - - -		1		\$700.00		0.00				
E 10	WVBT	11/03/12	11/03/12	Late News (After Sports)	CM	Late News (after Sports) - - - - - S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Late News (after Sports)										
				WVBT FOX NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$500.00		0.00				
												Totals	10	\$13,200.00